NEW CLAIM

I claim:

1 (cancelled)

2 (cancelled)

3 (cancelled)

4 (cancelled)

5 (cancelled)

6 (new) a method for using a computer to enable an advertiser to pay targeted recipients for their attention to a message, comprising:

(a) entering into the computer an offer that said recipients will be owed an amount of money if they pay attention to a specified ad message, and if they satisfy a set of at least one target audience characteristics,

(b) said characteristics stated as a set of offer conditions by said advertiser,

(c) said amount of money being a specified expected value (EV),

(d) presenting an interface to the public for enabling anyone to access and accept said offer,

(e) registering acceptance of said offer by a user called a recipient, said acceptance entailing:
e1. registering the recipient's identity and,
e2. registering that the recipient has entered a request to be exposed to said specified message,

(f) said EV being paid via an EV payment bet including a Payoff,

(g) after registering said acceptance, executing said EV payment bet for said recipient with the probability of said recipient winning set at EV/Payoff,

(h) if, and only if, said recipient wins said bet, passing the winning result to an inspection process for determining whether said recipient satisfies said offer conditions,

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(i) based only upon a positive determination by said inspection process, notifying a payment process for providing the Payoff to said recipient,

whereby an advertiser pays a specified amount of money only to qualified, targeted recipients in exchange for their attention to a specified message.

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